

Ruoyu Wang

UX/UI Designer

Portfolio: www.rwang39.com

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Newark, NJ

EXPERIENCE

Center for Digital Experience at Pratt Institute Sep 2022 - May 2024

Over 2 years, I collaborated with 6+ clients as a UX/UI designer to help them identify user pain points and implement effective solutions that drives business growth

Ollie Feb 2024 - May 2024

UI Designer

- Created **80+ design tokens** in Figma for Ollie based on atomic design theory, ensuring consistency while maintaining the website's original playful and vibrant design style
- Published the WOOF design system in the Figma Community, featuring 50+ easy-to-apply design tokens for seamless recreation of the Ollie website for other users
- Held weekly Zoom meetings, utilizing task list plugins in Figma to evenly distribute work based on team members' abilities, resulting in a 30% increase in team efficiency

Behavioral Health and Wellness Group Sep 2023 - Dec 2023

UI/UX Designer

- Designed an interactive mobile app prototype using Figma for Behavioral Health and Wellness Group, transforming 6 textual concepts into digital UI through competitive analysis and schematic design
- Created multiple design prototypes for each iteration, providing clients with 2-3 options and incorporating their preferences to achieve optimal user satisfaction and functionality
- Conducted 8 user interviews with doctors and patients to identify obstacles in tracking pain management, leading to the proposal and client's approval of a pill reminder function in the mobile app prototype

Smarthistory Jan 2023 - May 2023

UX Researcher

- Analyzed Google Analytics and Hotjar data from **480k+ sessions**, revealing high entrance/exit rates on the mobile site and low user engagement on interface navigation
- Conducted 10 eye-tracking studies using Tobii through user tasks and System Usability Scale surveys to apply 3+ improvements, boosting the site's SUS score from D to B

NYTM Sep 2022 - Dec 2022

UX Consultant

- Enhanced user experience for the New York Transit Museum by using tree testing and card sorting on Optimal Workshop to restructure the navigation system, resulting in a **10% increase in online ticket sales**
- Delivered end-to-end UX design solutions for ticketing and landing pages, along with detailed specifications for implementation on both mobile and web platforms

PROJECT

HealSmart Sep 2023 - Dec 2023

UI/UX Designer

- Aligned the prototype with the client's brand identity by incorporating their preferences into multiple design system versions, ensuring detailed communication and selection throughout the process
- Developed the interactive mobile UI design prototypes that enabled clients to visualize their product and seamlessly transition to the development stage

The New School Archive April 2023 - May 2023

UX Consultant

- Evaluated web and digital analytics through Google Analytics and Meta Business Suite to refine the New School Archive's Website and Instagram's digital strategy
- Collaborated with the department dean and SDEs to apply new product strategies, increasing user's average session duration and bounce rate by 17%
- Proposed 3 Instagram promotion recommendations to the SMCs, facilitating the archive account's social media exposure rate by 25%

EDUCATION

Pratt Institute

GPA: 3.78

Aug 2022 - May 2024

M.S. Information Experience Design

Relevant Courses

Visual Design, Information Architecture, Advanced Usability Studies, System Design for UX, Digital Analytics, Database Design, Ethnographical Design for UX

University of Rochester

GPA: 3.84

Aug 2018 - May 2022

Dual B.A. in Digital Media Studies and Studio Arts

Dean's List & Scholarship for 4 years

SKILLS

Tools

Adobe Creative Suite, Figma, Hotjar, Optimal Workshop, Miro, Google Analytics, Blender, Tobii, Pro Tools, Zeroheight, Procreate, Lucidchart, WordPress

Design

User Flows, Concept Sketching, Mobile & Web Interface Prototyping, Design Systems, Wireframing, Information Architecture

Research

Site Maps, Journey Maps, Personas, Competitive Analysis, Data Analysis, User Interview, Usability Testing, Card Sorting, Tree Testing, Affinity Diagram, Heatmaps, A/B Testing, Heuristic Evaluation, Diary Studies, Eye tracking, Digital Strategy, Focus Group, System Usability Scale Survey

Programming

HTML/CSS, PHP, JavaScript, SQL